



**Request for Proposal  
CalHIPSO Outreach Partners  
Response Due to CalHIPSO: October 8, 2010**

**Background**

Thank you for your interest in working with the California Health Information Partnership and Services Organization (CalHIPSO) to assist us with our provider outreach and enrollment process. CalHIPSO is the federally designated Regional Extension Center for California, with the exception of Los Angeles and Orange Counties, and is tasked with assisting 6,187 Priority Primary Care Providers (PPCPs) implement Electronic Health Record (EHR) systems and achieve Meaningful Use within a two year period. We launched our provider enrollment process on September 7<sup>th</sup>, 2010 in collaboration with our ten Local Extension Centers, and recognize that collaboration with trusted outreach partners will be crucial as we seek to raise provider awareness about CalHIPSO and the services we offer.

**Target Audiences**

CalHIPSO's primary target audience is:

- Priority Primary Care Providers (PPCPs), defined as MDs, DOs, PAs, NPs, and CNMWs certified in Internal Medicine, Pediatrics, Family Practice, OB/GYN, Geriatrics, or Adolescent Medicine, practicing in:
  - Small private physician practices of 10 providers or less
  - Community clinics, primary care clinics and Federally Qualified Health Centers
  - Ambulatory care clinics associated with public hospitals
  - Ambulatory care clinics connected to critical access and rural hospitals
  - Other medically underserved settings, to be defined by CalHIPSO by mid-September

**Scope of Services**

CalHIPSO requires that outreach partners utilize messaging consistent with the key messaging of CalHIPSO and its Local Extension Centers when delivering outreach services, as outlined below. All services should primarily target PPCPs. If you think there are additional services that we have not considered, please include them in your proposal.

- Ongoing inclusion of articles about CalHIPSO's offerings in organizational newsletters
- Ongoing mass mailing campaigns to eligible providers
- Ongoing E-mail blasts about CalHIPSO to eligible providers

- Ongoing educational campaigns on the importance of EHR adoption and the benefits of joining CalHIPSO
- Ongoing inclusion of up-to-date information about CalHIPSO on organization's website

We are interested in working with Outreach Partners who are able to begin services no later than October 15, 2010 to support our fall enrollment campaign.

Examples of potential Outreach Partners are: medical societies, statewide provider associations, regional clinic consortia, and other organizations that have strong, existing relationships with provider groups. Organizations who are contracted with Local Extension Center as Platinum Service Partners are not eligible to be Outreach Partners.

### **Contract Details and Timeline**

We will award three tiers of six month contracts, subject to renewal:

- Tier One: Up to \$15,000 for partners delivering services in one county
- Tier Two: Up to \$25,000 for partners delivering services in two or more counties
- Tier Three: Up to \$50,000 for statewide partners

Outreach partners will be required to provide a 10% match toward the funding allocated in the contract. The match can be either in-kind or cash, and must be from non-federal sources.

Please submit the following information to outreach@calhipso.org no later than **Friday, October 8, 2010**:

- Summary of organizational qualifications, including background information on the organization's membership and geographic scope
- Description of organization's history of outreach and education to priority primary care providers and 2 to 3 samples of prior work
- Demonstrated ability to meet our time frame based on previous outreach campaigns
- A detailed description of how your organization would approach the scope of work described above
- Overview of organization's target audience, the number of PPCPs who will benefit from your organization's outreach and communication efforts, and the frequency of proposed communication
- A line item budget outlining time and materials expenses. Allowable expenses include but are not limited to:
  - Staff time
  - Travel
  - Web production costs
  - Printing and mailing
  - Media related expenses
  - Meeting expenses, excluding food
  - Conference sponsorship
  - Advertisements in newsletters
  - Identification of 10% matching contribution

Please compile the requested information into one PDF document, as we may be forwarding this information to other reviewers. The proposal should not exceed five pages, not including work samples.

Selected outreach partners will be required to provide CalHIPSO with a final report highlighting key accomplishments and deliverables completed.

We anticipate making a final decision on selected outreach partners by October 15, 2010

If you have questions, please contact Reena Samantaray, CalHIPSO Director of Outreach and Education at 510-285-5726 or [Reena@Calhipso.org](mailto:Reena@Calhipso.org). Thank you for your interest in working with CalHIPSO.